

Message Text

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ACTION EUR-25

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TO USIA WASHDC

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SUBJECT: PLOVDIV FAIR: PRESS RELEASE

USIA FOR IBS AND IPS

FOLLOWING IS PRESS RELEASE FOR PLOVDIV FAIR AND LIST OF
PARTICIPATING COMPANIES:

"AUTOLIFE-USA"

1. "AUTO-LIFE USA", THE NINTH AMERICAN EXHIBIT TO BE SHOWN
AT THE PLOVDIV INTERNATIONAL FAIR, IS DESIGNED TO DEMON-
STRATE HOW THE WIDESPREAD OWNERSHIP AND USE OF
AUTOMOBILES IN THE UNITED STATES HAS AFFECTED AMERICAN
LIFE AND SOCIETY -- WITH PARTICULAR EMPHASIS ON THE NEW
INDUSTRIES AND SERVICES THAT HAVE GROWN UP IN AMERICA
IN RESPONSE TO THIS PHENOMENON.

2. "AMERICA IS A MOBILE SOCIETY, A COUNTRY ON WHEELS, WITH
MORE THAN 110 MILLION MOTOR VEHICLES THAT 120 MILLION
AMERICAN DRIVERS LAST YEAR DROVE MORE THAN TWO TRILLION
KILOMETERS OVER A HIGHWAY NETWORK OF MORE THAN 4.6
MILLION KILOMETERS, 50,000 OF WHICH ARE SUPERHIGHWAYS.
FOUR OUT OF FIVE AMERICAN FAMILIES OWN AUTOMOBILES AND
ONE OUT OF THREE FAMILIES HAS TWO OR MORE CARS. LAST
YEAR AMERICANS SPENT MORE THAN \$50 MILLION ON NEW
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VEHICLES -- CARS, TRUCKS, VANS, CAMPERS, SPORTS CARS,

VEHICLES OF ALL KINDS -- AT MORE THAN 39,000 NEW CAR DEALERS. AMERICANS WILL BUY \$20 BILLION WORTH OF GAS AND OIL THIS YEAR AT 220,000 GAS STATIONS, 195,000 OF WHICH DO REPAIR WORK AS WELL.

3. "AMERICA'S HIGHWAYS ARE LINED WITH MORE THAN 43,000 MOTELS AND MOTOR INNS SPECIALLY DESIGNED AND LOCATED FOR THE CONVENIENCE OF PEOPLE TRAVELING BY CAR. THERE ARE MORE THAN 13,000 SHOPPING CENTERS SIMILARLY DESIGNED AND LOCATED TO TAKE ADVANTAGE OF THE EXTRAORDINARY MOBILITY THAT THE ALMOST UNIVERSAL OWNERSHIP OF AUTOMOBILES MAKES POSSIBLE IN THE UNITED STATES.

4. "THE PRODUCTS OF MORE THAN TWENTY AMERICAN MANUFACTURES OF AUTOMOBILES, ASSOCIATED EQUIPMENT AND ACCESSORIES FOR SAFETY, SERVICE AND CONVENIENCE, ARE FEATURED IN THE "AUTO-LIFE USA" EXHIBIT. A VARIETY OF AMERICAN AUTOMOBILES RANGING FROM RECREATIONAL VEHICLES TO FAMILY CARS WILL BE DISPLAYED TO DEMONSTRATE THE DIFFERENT TYPES MANUFACTURED IN THE UNITED STATES TO MEET CONSUMER DEMANDS. SELECTED VISITORS WILL BE INVITED TO TRY A DRIVER TRAINING MACHINE AND A TYPICAL AMERICAN GAS STATION SHOULD BE A LEADING ATTRACTION.

5. MORE THAN 250 CATALOGUES OF OVER 100 AMERICAN COMPANIES IN THE AUTO INDUSTRY ARE ALSO ON DISPLAY IN THE SPECIAL BUSINESS DEVELOPMENT OFFICE ATTACHED TO THE U.S. PAVILION WHERE REPRESENTATIVES OF THE U.S. DEPARTMENT OF COMMERCE WILL BE AVAILABLE TO DISCUSS HOW TO PURCHASE OR MANUFACTURE IN BULGARIA UNDER LICENSE VARIOUS AMERICAN AUTOMOTIVE PRODUCTS""

PARTICIPATING COMPANIES:

AMERICAN MOTORS CORP.

AMERICAN TELEPHONE & TELEGRAPH COMPANT

BUSSMANN MFG. DIVISION
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CHAMPION SPARK PLUG CO.

CHRYSLER MOTOR CORPORATION

COCA COLA EXPORT CORP.

DURO METAL PRODUCTS CO.

EXXON CO. USA
FORD MOTOR COMPANY

GENERAL MOTORS

GOODYEAR TIRE & RUBBER COMPANY

HUFFMAN MFG. COMPANY

LITTON INDUSTRIES

MOBILE OIL AUSTRIA A.G.

PENDLETON TOOL INDUSTRIES INTERNATIONAL

RCA, PARTS AND ACCESSORIES

SHELLER-GLOBE INTERNATIONAL CORP.

STAR MACHINE & TOOL COMPANY

STEWART-WARNER CORPORATION

SUN ELECTRIC CORPORATION

THE VENDO COMPANY

WESTINGHOUSE ELECTRIC CORP.

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